

3 Ways to Close Gaps in Care

1 in 3 Americans put off care due to COVID. Getting them re-engaged to close critical gaps requires a proactive approach. Combine these 3 key ingredients to boost performance of your gap in care strategies.



Use Predictive Analytics

Make sure to look at consumer data (including SDOH factors) in addition to claims and clinical data so you can precisely identify members with current or future gaps, as well as to predict who is most likely to respond to your outreach and to take action.



Target Members Using Multi-Channel Outreach

Engage individual members by running targeted multi-channel campaigns, using content proven to work, over an extended period of time. Did you know that you could increase engagement by up to 300% using 4 or more channels?



Motivate with Rewards

Drive members to act by offering the right cash and non-cash incentives for the desired action. The top giftcards Virgin Pulse has rewarded among MA members have been for Walmart, Amazon, Publix and Meijer.



Virgin Pulse's Gaps in Care Solution gets more members to act and close gaps in care, while powering a better year-round experience that focuses on relevant resources and total wellbeing. The result? Better quality ratings (HEDIS, Star, CMS), higher revenue and happier, more engaged members.

Email letstalk@virginpulse.com to learn more.